

Doing Business with Europe

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Utah-Europe Days

Salt Lake City, May 9th 2012

Outline

- **Why entering the European market**
- **Some ways to enter**

Why the EU market

Why entering the EU market

- 1. Because it is the most profitable**
- 2. Because it is the largest economy, most integrated with the US**
- 3. Because it offers more opportunities to remain competitive**

1. The most profitable market

- **US affiliates earned \$213 billion in 2011,**
 - a record high,
 - almost half of the foreign earnings of US companies

It is a win-win game

- EU companies generate more **jobs** in America than in any other country.
- **Some 15 million workers** are employed by US companies in the EU and EU companies in US, across all sectors.
- Most foreigners working for EU companies outside the EU are US nationals, and vice versa.

2. The largest, integrated market

- **EU: largest economy in the world**
 - 12.6 trillion nominal GDP in 2011 (10.8 trillion in US), 500 million people (313 million in US).
- **Deepest investment relation in the world:**
 - \$ 10 trillion both ways, deep and balanced.
 - EU and US invest together 3 times more than the rest of the world combined,
 - receive more than half of the world's investments
 - Transatlantic services trade figures are impressive, but the more important services linkages are actually in mutual flows of foreign direct investment.

...and the BRICs?

- **True, they are growing faster. But:**
 - Sales of US affiliates in Europe: double than sales to Asia-Pacific
 - Affiliate sales in UK alone (622 bn USD) exceeded those in Latin America
 - US investment in the BRICs since 2000 is less than in Ireland and just 7.2% of total US investment in Europe.
 - Through the first nine months of 2011 US investment in the BRICs was just 6.1% of US investment in Europe.

3. It offers more opportunities to remain competitive

- Combination of mature and emerging economies in a highly integrated market
- Closest regulatory framework
- Highly educated workforce
- High research and innovation base
- Quality of life
- A Free Trade Area?

Some ways to enter

US-EU Match

Connecting US companies, universities, and federal labs with EU counterparts

- Posting of **technology** requests, and technology proactive matching
- Posting of **business** offers and requests
- Organizing **brokerage** and **trade events**.
- Regular information on opportunities (research calls for proposals, calls for tender)
- Training workshops

US-EU Match

Open to:

- Businesses
- Researchers
- Policy actors

[www. US-EU-Match.com](http://www.US-EU-Match.com):

The EU Research Framework Cooperation Programme

**Financial support to international
collaborative research projects:
universities, industry, research centers**

- **10 Selected areas:** Health; Food, Agriculture, ICT, Nanosciences and technologies; Energy; Environment; Transport; Socio-economic; Space; Security
- **Institutions in at least 3 EU States.**
- **Participants from industrialized countries expected to bring their own funding.**
- **Call for proposals: deadline: 10 July**

Thank you very much for your attention.

Contact us.

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